

Washington State
Quit Line Data Summary
August 2002 vs. June, July & August 2003

	<u>August 2002</u>	<u>June 2003</u>	<u>July 2003</u>	<u>August 2003</u>
Number of Calls to Quit Line	N = 1,241	N = 1,127	N = 1,054	N = 872
Percent of Statewide Calls	100.0%	100.0%	100.0%	100.0%
Percent of State Population in County¹	100.0%	100.0%	100.0%	100.0%
	August 2002 %	June 2003 %	July 2003 %	August 2003 %
Gender	N = 1,136	N = 955	N = 914	N = 744
Female	63.0%	58.6%	60.8%	64.9%
Male	37.0%	41.4%	39.2%	35.1%
Race/Ethnicity	N = 963	N = 781	N = 778	N = 636
American Indian/Alaskan Native	3.3%	3.1%	4.0%	4.2%
Asian/Pacific Islander	2.0%	2.0%	1.4%	1.6%
African American	6.1%	4.9%	4.6%	5.3%
Hispanic/Latino	3.7%	2.6%	2.6%	2.7%
White	84.8%	87.5%	87.4%	86.2%
Age	N = 1,003	N = 864	N = 854	N = 690
Less than 18 years old	2.4%	2.5%	2.2%	1.9%
18 - 24 years old	14.6%	15.7%	14.3%	15.5%
25 - 34 years old	23.4%	22.2%	23.2%	23.0%
35 - 44 years old	25.2%	23.7%	25.9%	24.9%
45 years and older	34.4%	35.8%	34.4%	34.6%
Education	N = 977	N = 821	N = 805	N = 659
Did not graduate high school	17.5%	18.5%	18.5%	20.2%
High school graduate	29.6%	30.1%	34.0%	31.7%
Some college/vocational school	38.8%	37.1%	33.9%	36.4%
College graduate	14.1%	14.3%	13.5%	11.7%
Caller Type	N = 1,070	N = 997	N = 957	N = 787
General Information	12.6%	12.7%	11.3%	10.4%
Health care provider	2.1%	3.2%	2.6%	3.8%
Tobacco user	85.2%	84.1%	86.1%	85.8%
Payer Type	N = 748	N = 651	N = 631	N = 516
Insured	44.3%	33.5%	29.3%	31.6%
Uninsured	20.9%	29.6%	30.4%	29.5%
Medicaid	34.9%	36.9%	40.3%	39.0%
Heard About	N = 919	N = 829	N = 798	N = 638
Past caller	19.3%	11.1%	14.8%	13.2%
Employer/worksites	1.0%	0.8%	0.6%	1.6%
Health care provider	21.0%	27.0%	28.7%	28.4%
Television	21.7%	15.0%	13.3%	15.4%
Outdoor advertisement (billboard/bus/wall)	7.1%	4.9%	4.1%	5.5%
Targeted mailing	0.7%	0.0%	0.0%	0.0%
Great Start	0.3%	0.2%	0.1%	0.0%
Radio	1.7%	5.9%	2.4%	0.6%
Newspaper/Magazine	0.3%	0.8%	0.4%	0.3%
Brochure/Newsletter	4.1%	5.7%	6.4%	2.7%
Family or friend	19.4%	23.6%	24.7%	26.6%
Health Department	3.0%	4.3%	3.8%	5.0%
School	0.4%	0.5%	0.8%	0.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.